

Jan. 12, 2004

Newsletter Vol.1

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Hawai'i Tourism Japan ("Hawai'i Shu Kanko Kyoku" in Japanese, Takashi Ichikura, Executive Director) has officially started its operation on January 5, 2004.

Hawai'i Tourism Japan has been awarded the contract effective 2004 to market Hawai'i in Japan under the direction of Hawai'i Tourism Authority (HTA).

Organization

● Hawai'i Tourism Japan Tokyo Office

Opened January 5, 2004

- Address: 7F Shiodome Annex Bldg., 1-8-3 Higashi Shimbashi, Minato-ku, Tokyo 105-0021
- Phone: 03-3573-2511 (From US: 011-81-3-3573-2511)
- Fax: 03-3573-2512 (From US: 011-81-3-3573-2512)
- E-mail: info@htjapan.jp
- Staff: 6 staff members

| Name | Title |
|------------------|---------------------------|
| Takashi Ichikura | Executive Director |
| Mary E. Fukuda | Director |
| Keiko Tsukamoto | Manager, Sales |
| Noriko Miyagawa | Events & Promotion |
| Tomoko Kenmochi | PR & Information Services |
| Chie Nozaki | Information Services |

● Hawai'i Tourism Japan Hawai'i Liaison Office

Opening effective January 12, 2004 (Monday)

Hawai'i Liaison Office will be working closely with the Tokyo Office as a counterpart to coordinate fam and press tours from Japan and to disseminate exciting new information about Hawai'i to the Japanese consumers.

- Address: TBA
- Phone/Fax: TBA
- Staff: 2 staff members

| Name | Title | Cellular | E-mail |
|--------------|----------------------------------|--------------|--------------------|
| Kiyoko Tanji | General Manager, Hawai'i Liaison | 808-226-7037 | k.tanji@htjapan.jp |
| Yumi Ozaki | Manager, Hawai'i Liaison | 808-226-7038 | y.ozaki@htjapan.jp |

① **2004 Hawai'i Tourism Japan Campaign Concept**

Hawai'i Tourism Japan plans to concentrate on the 6 islands, 6 surprises campaign concept, to emphasize the individual characteristics of these islands including art and culture and to showcase the diversity and enrichment of the "new" Hawaiian Islands.

The six islands will be represented by using stars in the campaign logo.

After all, Hawai'i is a destination that is full of surprises, and has a great deal of attractive attributes yet to be revealed to the Japanese.

③ **2004 Hawai'i Tourism Japan Marketing Plan**

From January 17, 2004, the launching of the Phase 1 Campaign will be held to introduce Hawai'i Tourism Japan's marketing plan with special impact-filled with attractions.

- January 17 (Saturday) – Fuji TV [SONY OPEN] TVCF
- January 26 (Monday) – Subway and Train Station Poster in Tokyo and Osaka
- February - Newspaper/Magazine advertising

- January 22 (Thursday), launching of Hawai'i Tourism Japan Website

<http://www.gohawaii.jp>

The goal here is to introduce Hawai'i's extraordinary appeal from different aspects that the Japanese are not familiar with:

(Main contents)

- 6 islands virtual tours: introduce the individual characteristics of the 6 islands and experience them through visual and sound
- Million Surprises: Introduce an array of Hawai'i attractions ie; art and culture
- My Favorite Hawai'i: Someone who has some connection with Hawai'i will introduce his/her favorite things and/or places in Hawai'i.

Jake Shimabukuro will be the first guest in this segment.

In addition, a special site for affiliated travel trade/media persons will also be opened.

(Main contents)

- HTJ Newsletter: Introduce HTJ's activities
- Photo Library: Provide photos/slides
- Posters/Pamphlet: Handle collateral distribution
- Sales Support: Provide useful information

● January 22 (Thursday) Islands Gallery will be launched

A new gallery which will be opened to the general public to provide information on Hawai'i continuously and to experience the atmosphere of Hawai'i with a touch of reality.

Caretta Shiodome is in one of the most talked about new area in Tokyo, Shiodome, where approximately 10-mil people visited 2003.

Address: Caretta Shiodome B2F; 1-8-1, Higashi Shimbashi, Minato-ku, 105-7001 Tokyo

<Main Contents>

- Posters display
- 6 Islands Visual Map
- Website: Access to HTJ homepage
- Visual information
- HTJ pamphlets and postcards

● January 29, 2004 (Thursday) – HTJ 2004 Marketing Plan Presentation for Travel Trade and Media

Speakers:

- Frank Haas, Vice President – Hawai'i Tourism Authority
- Takashi Ichikura, Executive Director – Hawai'i Tourism Japan
- Jake Shimabukuro, "Image Character" for Hawai'i Tourism Japan

For further information

Hawai'i Tourism Japan Hawai'i Liaison

Contact Person: Kiyoko Tanji/Yumi Ozaki

Cellular: 808-226-7037/8

E-mail: k.tanji@htjapan.jp

y.ozaki@htjapan.jp